

## **Policy 2.5.2      Banners**

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### **POLICY PURPOSE:**

The purpose of this policy is to set forth the provisions related to banners, both on street poles and at City-owned sites.

The objective of banners at City-owned sites is to promote community events. The objectives of the banners on street poles program varies by location as follows:

1. Mathilda Avenue/Downtown Area Street Pole Banner Program objectives:
  - Highlight downtown and gateways into downtown
  - Strong theme content for promotional purposes
  - Traffic builder to bring people into the downtown area.
2. El Camino Real Street Pole Banner Program objectives:
  - Identify the El Camino Real corridor in Sunnyvale
  - Create a more aesthetically attractive streetscape and reduce the visual clutter
  - Implement adopted plans and policies related to El Camino Real
  - Promote El Camino Real as a shopping destination and increase sales.
3. The banners on street poles program also allows public service messages (consistent with City policy) sponsored by public agencies, and promotion of community events sponsored by the City or by nonprofit agencies serving the Sunnyvale community.

### **POLICY STATEMENT:**

#### **Banners on Street Poles**

City Use: Promote City identity and economy by using street pole banners on Mathilda Avenue and in the Downtown Area (81 banners) and along El Camino Real (64 banners)

Banners shall be changed as often as allowed by allocated annual budget.

Other Agencies: Promote public service messages sponsored by public agencies, and promotion of community events by community organizations by allowing use of street pole banners on Mathilda Avenue and in the Downtown Area (81 banners) and along El Camino Real (64 banners and up to 10 additional banners).

1. Message on banners to be consistent with City policies.
2. All costs including the possibility of 10 additional street pole banners shall be borne by the sponsoring organization(s). Cost to be amortized and spread among the users.
3. Staff to be flexible in allowing diverse banners to be displayed simultaneously.

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4. Criteria for banners as noted in the attached statement regarding Banner Requirements.

### **Banners at City-Owned Sites**

There are two sites in the City used for banners: the corner of Wolfe and El Camino Real, and the front of the Community Center on Remington Avenue.

Events in which the City is a substantial partner (i.e. the City is providing at least 50 percent of the budget costs through financial and/or in kind support) have equal priority for banner space as events sponsored entirely by the City and are thus exempt from the following requirements.

For all other organizations applying to use a City site to display a banner at City-owned sites:

1. The banner may be used only to promote a community event.
2. Admission to the event must be free and open to the public, and the event must be expected to draw at least 500 attendees.
3. A community event application must be submitted. Any organization that does not submit a community event application or whose event is not granted approval is not eligible to post banners at the City's banner locations.
4. Pending the community event application review and approval, the organization may request banner placement by submitting a banner application. A master log of banner requests will be maintained to track the date requested, organization, event, desired placement dates, and status of community event application. Priority will be given to requests in the following order:
  - a. Community events sponsored entirely by the City of Sunnyvale or in which the City is a substantial partner. (The City is a "substantial partner" if the City is providing at least 50 percent of the budgeted costs through financial and/or in-kind support.)
  - b. All other community events.

The City will make a reasonable effort to request banner space in a timely manner so other organizations have ample notice of space availability. Requests to display banners may be made up to one year in advance of requested dates.

5. Banners will be posted for no longer than two consecutive weeks per year.
6. Organizations will be charged a fee for banner placement on a cost-recovery basis. This fee will cover the cost of two Parks Division employees for one hour to hang the banner and one hour to take it down, with additional charges for overtime labor. Such fee is subject to change. Additional fees may be imposed for staff costs associated with scheduling the banner placements, collecting the display fees, and other associated costs.
7. Banner content is limited to displaying the name of the sponsoring organization, name of event, location, date, time, contact phone number, and web site. While a

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web site is optional, a phone number is mandatory to help guide the public to the appropriate organization rather than the City.

8. Criteria for banners as noted in the attached Banner Requirements.

(Approved: RTC 01-329 (9/25/2001))

Lead Department: Office of the City Manager

## **Banner Requirements**

### **I. Banners on Street Poles**

1. Banners must be 30 inches wide and 94 inches tall.
2. Banners must have 4-inch reinforced pockets at the top and bottom, and must have grommets as per requirements to be compatible with hardware.
3. Banners must be delivered to specified City vendor at least 5 business days in advance of the date that they are to be posted, along with a site map showing locations where they are to be hung.
4. A fact sheet describing the event must be submitted at the time payment is made for banner display, so staff may answer questions from the public.
5. All banners, rather than simply a few banners, must be changed out each time new banners are installed. This requirement would pertain to each banner program separately (i.e., the El Camino Real banner program, the downtown banner program along Mathilda Avenue and vicinity, and any other new site where street pole banner hardware might be installed.) This guideline ensures conveyance of a consistent message and theme for each banner program and avoids clutter that could dilute the impact of the banner programs.
6. The cost for banner installation and removal, necessary permits, and other associated costs must be borne by the sponsoring organization and paid prior to installation of banners.
7. Banners sponsored by outside groups, including other government agencies, can be displayed for up to 2 months.
8. Banner content is limited to displaying the name of the sponsoring organization, name of event, location, date, time, contact phone number, and web site. While a web site is optional, a phone number is mandatory to help guide the public to the appropriate organization rather than the City. If the banner is a public service message, the message must be consistent with the City's established policies.
9. Outside groups wishing to install street pole banners must obtain necessary encroachment permits or other approvals as necessary, pay relevant fees and costs including installation and take-down, and fulfill other requirements outlined in these guidelines, and submit proof to the City that these requirements have been fulfilled.

## **II. Banners at City-owned Sites**

1. The following limitations on quantity and size of banners optimize the ability of passers-by to read the posted information:
  - a. Only one 30 or 40-foot banner or two 20-foot banners can be posted at any given time at the Community Center banner site.
2. At a given time, any combination of the following banners can be posted at the banner site at the intersection of Wolfe and El Camino:
  - a. Up to two 30 or 40-foot banners
  - b. One 30 or 40-foot banner and one or two 20-foot banners
  - c. Up to four 20-foot banners
3. Banners must meet the following specifications:
  - a. Banner must be 3 or 4 feet tall and 20, 30, or 40 feet long.
  - b. Banner should have holes with metal grommets on the top and bottom. Holes should be three feet apart.
  - c. Banner must have several airholes for wind passage.
4. Banner content is limited to displaying the name of the sponsoring organization, name of event, location, date, time, contact phone number, and web site. While a web site is optional, a phone number is mandatory to help guide the public to the appropriate organization rather than the City.
5. Approximately 20 feet of rope must be provided with the banner. If possible, rope will be returned with the banner.
6. Banner must be delivered to the Community Center at least five working days in advance of the date that it is to be posted.
7. Payment for banner installation must be paid prior to banner being displayed.
8. A fact sheet describing the event must be submitted with the payment for banner display, so staff may answer questions from the public.